

Porsche Centre Abu Dhabi and Al Ain drive to the fifth edition of Icons of Porsche

24/11/2025 Bringing together Porsche enthusiasts and the Porsche Classic Community UAE in a convoy from Abu Dhabi to Icons of Porsche 2025.

Abu Dhabi. Porsche Centre Abu Dhabi and Al Ain joined the fifth edition of Icons of Porsche by leading an exclusive convoy from the capital to Dubai Design District (D3), uniting Porsche enthusiasts and the Porsche Classic Community UAE for an unforgettable celebration of heritage, design, and driving passion.

The day began with an intimate breakfast and private briefing before engines roared to life, setting off from Abu Dhabi in a line-up that beautifully bridged past and present, from beloved classics to contemporary icons. The convoy traced scenic coastal routes and open desert roads, embodying the thrill of the journey that has always been central to the Porsche experience.

Escorted by Abu Dhabi Police from Yas Marina Circuit as they departed the capital, the group continued their drive with curated stops that offered time to connect, recharge, and take in the drive before making their way to Dubai. As the convoy entered Dubai, the final stretch toward Icons of Porsche unfolded into a celebration of community, craftsmanship, and the shared thrill of the open road.

At Icons of Porsche, guests were welcomed to the Porsche Centre Abu Dhabi booth, a striking two-storey, garage-inspired structure that embodied both performance and purpose. Built using reusable materials and modular platforms, underscoring the Centre's commitment to sustainability and innovation. Designed as a larger representation of the dealership, the space blended the aesthetic of a modern Porsche garage with a vision for responsible craftsmanship, offering visitors an immersive experience that celebrated precision, design, and the enduring Porsche spirit.

"The road has always been at the heart of the Porsche story," said Wissam Khalil, General Manager of Porsche Centre Abu Dhabi and Al Ain.

"Our presence at Icons of Porsche, brought to life through a purpose-built, sustainable structure, reflected the same precision and vision that define every Porsche. Leading our guests to the event was more than a drive; it was a celebration of what the brand stands for: innovation, passion, and the pursuit of perfection. Because at Porsche, there truly is no substitute."

Through this dynamic experience, Porsche Centre Abu Dhabi and Al Ain once again showcased what makes the brand timeless: a blend of community, innovation, and craftsmanship that ensures the journey remains just as iconic as the destination.

In The Media

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